

TSA.GOV Web Performance Metrics

Jul 1, 2021 - Jul 31, 2021

All Users
100.00% Sessions

Total Visits

6,316,358

% of Total: 100.00% (6,316,358)



Avg. Visit Duration

00:01:53

Avg for View: 00:01:53 (0.00%)



Pageviews

14,831,569

% of Total: 100.00% (14,831,569)



Unique Visitors

4,591,611

% of Total: 100.00% (4,591,611)



Avg. Pages / Visit

2.35

Avg for View: 2.35 (0.00%)



Avg. Time on Page

00:01:24

Avg for View: 00:01:24 (0.00%)



Bounce Rate

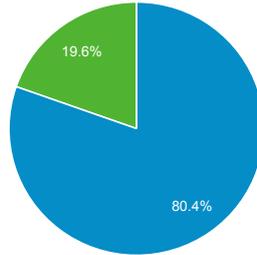
51.98%

Avg for View: 51.98% (0.00%)



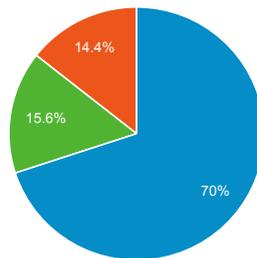
New vs. Returned Visitors

■ New Visitor ■ Returning Visitor



Avg. Visits per Visitor

■ 1 ■ 2 ■ Other



Visits and Bounce Rate by Source / Medium

Source / Medium	Sessions	Bounce Rate
google / organic	3,603,559	51.38%
(direct) / (none)	1,570,714	54.98%
delta.com / referral	121,178	55.60%
bing / organic	115,251	38.17%
aa.com / referral	99,054	65.77%
search.usa.gov / referral	77,147	41.63%
yahoo / organic	63,532	44.42%
duckduckgo / organic	51,050	51.36%
ttp.cbp.dhs.gov / referral	41,149	37.88%
united.com / referral	34,197	39.70%

Total Pageviews

Page Title	Pageviews	Bounce Rate
What Can I Bring? Transportation Security Administration	5,896,096	39.36%
TSA PreCheck® Transportation Security Administration	1,386,371	27.86%
Transportation Security Administration Transportation Security Administration	759,780	41.45%
Liquids Rule Transportation Security Administration	522,739	74.62%
Identification Transportation Security Administration	487,443	70.96%

Visits by Social Network

Social Network	Sessions
Facebook	34,711
Twitter	10,492
Instagram Stories	3,176
Quora	1,796
reddit	1,662
YouTube	1,599
Instagram	1,050
TripAdvisor	790
LinkedIn	728
Yelp	144